

TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
NOVEMBER 20, 2003 –HOMEWOOD SUITES, LAKE MARY

MEMBERS PRESENT:

Bill Beuret – Maison et Jardin Restaurant
Frank Fry – Holiday Inn Altamonte
Linda Marshall – SpringHill Suites Altamonte
M.M. “Red” McCullough – McCullough & Assoc.
Jay Sheppard – Best Western Marina Hotel
Steve Wolfram – Council of Local Governments

MEMBERS ABSENT:

Pat Freeman – Altamonte Springs City Commission
Helen Stairs – Helen Stairs Theatre
Dick Van Der Weide - Board of County Commissioners

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission
Karen Brown - Seminole County CVB
Suzan Bunn – Seminole County CVB
Ann E. Colby – County Attorney’s Office
Dave Di Maggio – Paradise Advertising & Marketing
Cedar Hames – Paradise Advertising & Marketing
Fran Sullivan – Seminole County CVB

GUESTS:

Win Adams – Seminole Cultural Arts Council, Inc.
Stephanie Andry – Residence Inn by Marriott
Mike Broderick – Courtyard By Marriott
Jim Esch – Brandcomet
Andrea Farmer – Central Florida Zoo
Michael Forde – Players Sports Marketing
Cindy Gennell – Central Florida Zoo Board
Al Grieshaber, Jr. – City of Sanford
R.T. Hillery – City of Sanford
Dana Hirschburg – Homewood Suites Lake Mary
Linda Hoffman – Embassy Suites
Stephanie Kobrin – Seminole Co. Library/Leisure Services
Janet Labrada – Hilton Orlando/Altamonte Springs
Penny Leffel – SpringHill Suites Sanford
Patricia Luna – Residence Inn By Marriott
Joe Montisano – Central Florida Zoo
Belinda Ortiz – CFHLA
Raquel Rivera - Homewood Suites Lake Mary
Jamie Ross – Hilton Garden Inn Lake Mary
Bruce Skwarlo – Orlando Marriott Lake Mary
David Steele – Comfort Inn
Jason Weeks – Altamonte Sports
Ken Wentz - WHTQ

CALL TO ORDER

With a quorum present the meeting was called to order at 12:40 p.m. by Frank Fry, TDC Chair. Introductions followed.

APPROVAL OF OCTOBER 9, 2003 MINUTES

A motion by Bill Beuret to approve the minutes of the October 9, 2003 meeting was seconded by Steve Wolfram and carried. The Chair exercised his prerogative to change the agenda order.

PRESENTATION BY PARADISE ADVERTISING & MARKETING, INC. – Cedar Hames, President, introduced his partner Dave Di Maggio, Creative Director, who presented an overview of the firm's history and account mix. Seminole County's new award-winning advertising agency specializes in Tourism/Hospitality and has extensive experience in group and destination marketing. Paradise is a full-service marketing communications firm with clients throughout Florida. Their four-step research-driven process includes a discovery phase, planning stage, execution and measurement. The creative product is very brand campaign oriented. Mr. Hames detailed several major accounts and success stories. Of particular note is the firm's ability to expand exposure without expanding budget. After a video of several creative spots was shown, questions were entertained. The agency is currently in the discovery phase with site visits planned. Suzan Bunn has suggested a roundtable of major properties to provide feedback. The next step will be to establish a time line. Mr. Hames stressed the importance of impact and dominance, and Paradise is anxious to move forward once the discovery phase is complete.

QUESTIONS/DISCUSSION ON STAFF REPORTS – Members were informed County Finance is still finalizing the 2002-2003 budget, and more information will be available at the December meeting. At the Chair's request, Doug Barclay gave a brief sports update. He informed members next year should be our busiest year, with significantly more sports events in the Sanford area. Seminole County will host many baseball, softball and soccer groups, and a possible jet ski event next year. The US Amateur Soccer Association National Cup and Annual General Meeting will be held concurrently. At the conclusion of Doug's report some hotels indicated they are not receiving leads. Doug Barclay assured them leads are being sent out. Suzan Bunn added respondents to the Lake Sylvan RFP did not fit the criteria they were provided, and County Commissioners have returned marketing of the facility to the CVB. The Bureau will take a proactive role in sending out leads. Penny Leffel questioned cancellation of the meeting that was scheduled in September as a follow-up to a meeting chaired by Sally Sherman last spring. Suzan responded this was done due to poor response. The meeting will be rescheduled for the purpose of discussing our comprehensive plan for new markets, including sports. She added she expects an upswing as a result of our presence at Teams 2003 last month. In addition, Paradise will be developing some sports campaigns, including a facilities guide. The hoteliers in attendance agreed that they should receive any and all leads, regardless of who books the rooms.

Red McCullough quoted a paragraph from Suzan Bunn's report regarding Altamonte Sports' request to the County to use their \$50,000 to renovate their stadium at Merrill Park. The facility will be used as East Coast Home of the US Women's Olympic Softball Team. He suggested a motion from the TDC stating its position as a matter of record. Ann Colby responded it is within the TDC's advisory capacity to do so. Red McCullough made a motion to endorse the request, with similar provision as the Sanford Memorial Stadium. Linda Marshall seconded the motion. Jason Weeks was asked to comment. He remarked Altamonte Sports is in the process of raising dollars to renovate the facility. Fund-raisers are planned to help generate \$500,000 to \$700,000 needed. Preliminary construction is slated to begin sometime in January 2004. The facility will not only accommodate the USA team, but will be ideal for college team training and tournaments. Merrill Park's close proximity to Seminole Softball Complex allows both Altamonte Sports and the Sports Commission to seek major tournaments for Seminole County. A lengthy discussion followed. It was generally agreed that Altamonte Sports is not attempting to circumvent the normal application process. Because their reimbursable \$50,000 was not approved until August of 2003, they were only able to utilize a small portion, the remainder of which was returned to 03-04 reserves. As with other annual events, the money was appropriated in the 03-04 budget. This would be a reallocation of that \$50,000. Red McCullough restated his motion for the TDC to recommend to the Board of County Commissioners to support the request for \$50,000 per year for ten years to a maximum of \$500,000 for the renovation of the softball field as home for the US Women's Olympic Softball Team, with the TDC's obligation to be reduced by dollars from naming rights, etc. The motion carried unanimously. Ann Colby observed limiting the motion to naming rights, etc. does not necessarily imply any other additional outside funding. She suggested that any additional funding from other sources for this particular purpose offset the amount paid by Seminole County, and that Altamonte

Springs use all good faith efforts to seek that additional funding. Mr. McCullough was in agreement and proposed a new motion to that effect. The motion was seconded by Linda Marshall and carried by voice vote with none opposed.

The Chair noted that revenue for September 2003 was up 5% from last September.

OLD BUSINESS - None

NEW BUSINESS

Review of 02-03 Event Sponsorships – A spread sheet detailing sponsorship money provided to events and capital projects was distributed. The Central Florida Sports Commission 2003 Summary was attached. A copy of the formula used to calculate economic impact was also distributed. Discrepancies in economic impact figures were observed, and the number of room nights from X-treme Games was questioned. The Bureau will do a follow up check, and members will receive a corrected report. It was generally agreed it would be beneficial to compare room nights reported directly to the CVB by hotels with figures reported by event planners. The Chair affirmed accurate information is vital to making an informed decision when subsequent requests come before the TDC. Doug Barclay suggested a discussion about tracking room nights at the next meeting with hoteliers, which will probably be sometime after Thanksgiving. Members were provided with a copy of guidelines from other counties and cities relative to their sponsorship policies. Suzan Bunn reviewed some of the questions that arose at a previous TDC meeting relative to guidelines, criteria, time frame, etc. Linda Marshall expressed she would be inclined to award more money to an off-season event, and she supports the idea of a room night minimum. It was decided to set up a subcommittee to review guidelines for awarding grants. Members will be selected after next year's Chair takes office.

New TDC Board – The Chair recognized and welcomed two of next year's new TDC members, Penny Leffel (SpringHill Suites Sanford) and Bruce Skwarlo (Orlando Marriott Lake Mary.) The other new member is Diane Crews (not present) from Orlando Sanford Airport. Their terms will begin January 1, 2004.

SPONSORSHIP APPLICATIONS

Seminole Soccer Club – Michael Forde spoke briefly about Seminole Soccer's history and facility. The Memorial Tournament has grown from approximately 64 teams to 144 teams. Over the past five years a group has been formed to bring in out-of-state groups. A synopsis of four tournaments and an overview of the 2003 Memorial Invitational were distributed. Economic impact from that event shows a favorable return on investment. Members were reminded the full amount of \$15,000 awarded last year was not used. This year's request is for \$20,000, largely due to an additional tournament and plans to reach out to national publications. Red McCullough commented Seminole Soccer helps Seminole County hotels at ideal times of the year. He made a motion to approve \$12,000 as recommended by staff. The motion was seconded by Steve Wolfram and discussion followed. Mr. McCullough amended his motion to approve the requested amount of \$20,000, and Mr. Wolfram seconded. Questions and discussion followed. The Chair called the question and the motion carried by voice vote with none opposed.

Spring Break Sports – Suzan Bunn briefed members on the request for \$7,000. Average overnight stay for this tennis event is seven nights per team with 375 participants estimated. Future collegiate golf has been discussed. A motion to approve the request was made by Bill Beuret and seconded by Linda Marshall. In discussion, Red McCullough questioned \$20,000 from hotel commissions as an income source in the application, and other mathematical discrepancies were noted. The Chair called the question and the motion carried with none opposed.

WHTQ – Ken Wentz distributed copies of the station's listener profile and highlighted demographics of its clientele. A companion piece showed listeners outside of Seminole County. Twenty-five thousand dollars is being requested to support a Rock 'n' Racing Concert to be held in Sanford in February during Speed Week. The event was developed last year to showcase radio personalities John Boy & Billy. Mr. Wentz proposed that Seminole County will receive exposure, and hotels will be promoted in their radio broadcast. Sanford City Manager Al Grieshaber, Jr. remarked the Thursday evening time frame and alcohol sales will generate room nights in Seminole County hotels. Event organizers hope to make this an annual event. Questions and discussion followed. Red McCullough observed Seminole County hotels have traditionally been full during Speed Week. There was some question as to whether the application meets criteria. According to guidelines established by the TDC it does not qualify. Red McCullough expressed doubt that County Commissioners would approve the request for a one-day event from 5 pm to Midnight. A motion to approve \$25,000 by Steve Wolfram was seconded by Jay Sheppard. A

roll call vote was taken: Linda Marshall – NO, Steve Wolfram – YES, Bill Beuret – NO, Red McCullough – NO, Frank Fry – NO, Jay Sheppard – YES. The motion was defeated with two in favor and four opposed.

GENERAL DISCUSSION/ANNOUNCEMENTS – Red McCullough voiced disagreement with shifting meetings to mornings. He asked present and incoming members to reconsider keeping the current meeting time. Existing commitments and the possibility of a decrease in attendance were concerns.

NEXT MEETING DATE AND LOCATION –December 11, 2003 – Courtyard By Marriott, Heathrow

ADJOURNMENT - There being no further business, the meeting was adjourned by the Chair at 2.30 p.m.